

## Progress Report on

August 1, 1952

**ELECTRIC FARMING CAMPAIGN**

No. 5

KANSAS UNDER WAY -- Representatives of 26 Kansas cooperatives met recently in Abilene with people from Extension Service, PMA, REA, and the Kansas Statewide to discuss the Electric Farming Program. Carl Williams of the Kansas PMA office opened the program with graphic charts showing the 1952 production goals, and the reasons these goals must be met. Featured was O. E. Mabrey, chairman of the Kansas Power Use Committee, who told about the dwindling supply of productive farm labor. "Electricity," he said, "can provide a substitute for farm labor at a very economical cost." He told the gathering about some of the things that his group has done in promoting the Electric Farming Campaign: it has prepared a "Power Use Calendar" to help co-ops and power suppliers cooperate in promoting seasonal uses of farm power; it has worked with other farm groups, such as the Extension Service and PMA; and it has trained managers, directors and co-op staff members on the value of the Electric Farming Campaign and what the co-ops hope to accomplish with it.

Future possibilities include: (1) annual meeting with an all-electric tent show; (2) employment of an agricultural engineer on the state level who will assist the advisers of the member co-ops; (3) state fair exhibits both at Hutchinson and Topeka to tell and demonstrate the electric co-op story not only to co-op members but to the general public; and (4) expansion of the present film library to include educational or informational movies dealing with the many varied uses of electricity on the farm and in the home..

RESULTS WITH A BANG -- Minnkota Power Cooperative, Grand Forks, N. D., N. D., recently completed 12 full months of an Electric Farming Program. Statistics released by Manager Andrew Freeman are significant. Among other things, they show that before the program went into effect, the average annual increase in kwh consumption per member of each distribution cooperative was six percent. After one year of the Electric Farming Program, this figure jumped to 24.8 percent, or more than four times as much, percentage-wise. Co-op officials admit that a small increase is to be expected, in any event, but a quadruple rise is almost phenomemal. "We've looked around for another reason for this rise in power consumption percentage," they stated, "but all we can find is the Electric Farming Program."

POWER USAGE CHART -- Accompanying this issue of the Progress Report is a compact chart showing how many kwh are required to operate appliances and equipment for one month. REA prepared this chart in response to requests following the Power Use Conference at St. Louis.

**ELECTRIC FARMING GETS MORE TO MARKET**



**SOUTH DAKOTA KICKS OFF** -- The South Dakota Statewide sponsored an Electric Farming meeting with distributors, as a kick-off for an intensive statewide promotion. They met at the Marvin-Hughitt Hotel in Huron, July 24.

**ARIZONA PUSHES ELECTRIC FARMING** -- Representatives of all Arizona electric cooperatives met July 25 at Lakeside for an all-day conference devoted exclusively to the Electric Farming Program. The letter, explaining the meeting to all officers and board members, says: "Our nation is now confronted with an emergency. Increase in production of food, fiber and feed is urgent. We managers and directors of Arizona co-ops have a personal responsibility in the effort to meet this emergency. Efficient use of electric power is one of the best ways of furthering this cause. . ."

The program included talks and demonstrations by electrification advisers J. I. Gardner and Lea Teague, Managers Ernest V. Romney and Jay Lasater, REA staff men George Dillon, John Shanklin, and Fred McQueary, and Dewey Farr, president of the Arizona statewide.

**NEW FILM STRIP NOW AVAILABLE** -- The third in the series of electric farming film strips is completed and copies are now available. The strip is entitled "Electric Farming Gets More To Market," is in full color, and consists of 50 frames.

It tells the story of a farmer who loses his hired hands to the armed services and to defense industries and turns to electric farming to maintain his production at less cost. The story also ties in with that of a four-page reprint of the same name. Both strip and quantities of the reprint are available to all electric co-ops upon request to their area directors. The strip is also available to statewide associations.

**MONTANA SCHOOLS** -- Montana co-ops are planning a hay drying or grain drying school early in August at Huntley. Last spring they held 15 co-op meetings on the Electric Farming Campaign, following a successful state meeting on the same subject.

**ALL TOGETHER IN MINNESOTA** -- The member co-ops of the Rural Cooperative Power Association at Elk River, Minn., have set up a separate organization (with its own bank account) to conduct an Electric Farming Campaign. The managers of the co-ops will administer the program.



# P C W E R   U S A G E   C H A R T

Here is a handy chart that tells at a glance approximately how many kilowatt hours are required to operate farm appliances and equipment.

<u>APPLIANCE OR EQUIPMENT</u>	<u>KWH REQUIRED</u>	<u>APPLIANCE OR EQUIPMENT</u>	<u>KWH REQUIRED</u>
Air Conditioning Unit.....	2,000 per season	Drill Press.....	1 per month
Battery Charger.....	1 per month	Elevator, Grain.....	5 per 1,500 bu.
Blanket.....	150 per season	Elevator, Roughage.....	1 per 10 tons
Blower, Grain.....	35 per 1,500 bu.	Ensilage Cutter.....	1 per ton
Blower, Rough.....	1 per ton	Fan (Central Hot-air	
Bottle Washer (Dairy).....	2 per month	Cir. Furnace).....	240 per season
Broiler.....	4 per month	Fan, Exhaust (Kitchen).....	1 per month
Brooder, Chicken		Fan, Household.....	1 per month
(Battery Type).....	100 per 100 chicks	Fan, Ventilator	
Brooder, Chicken		(Dairy Barn).....	20 per month
(Hover Type).....	72 per 100 chicks	Fan, Ventilator	
Brooder, Chicken		(Livestock Barn).....	16 per month
(Infra-red).....	1 3/4 per chick	Fence.....	4 per month
Brooder, Lamb.....	100 per 100 lambs	Forge.....	1 per month
Brooder, Pig.....	25 per spring	Freezer (Cabinet).....	75 per month
litter		Furnace, Oil.....	300 per season
Chopper, Feed.....	1 per month	Grader, Fruit.....	60 per season
Churn.....	1/4 per month	Grader, Potato.....	60 per season
Cleaner, Barn.....	10 per month	Grader, Vegetable.....	60 per season
Cleaner, Egg (Dry Type).....	1/2 per 1,000 eggs	Grinder, Feed	
Cleaner, Fruit.....	5 per month	(or Roller).....	50 per 100 bu. or
Cleaner, Seed.....	1/4 per month	20 per ton	
Cleaner, Vacuum.....	2 per month	Grinder, Tool.....	2 per month
Clipper, Animal.....	1/4 per month	Heater, Headbolt.....	15 per season
Clock.....	1 1/2 per month	Heater, Space.....	6 per month
Compressor, Air.....	3 per month	Heater, Stock Tank.....	150 per season
Cooler, Egg.....	2 per month	Heater, Water (Dairy,	
Cooler, Evaporative.....	6 per month	Press. Type.....	165 per month
Cooler, Milk.....	1 per 10-gal. can	Heater, Water (Dairy,	
Cream Separator.....	3 per month	Pour-in Type).....	125 per month
Curing, Sweet Potato.....	150 per 100 bu.	Heater, Water	
Curing, Tobacco.....	18 per season	(Household).....	250 per month
De-icer, Stock Tank.....	150 per season	Heater, Water (Pail).....	25 per month
Dishwasher.....	2 1/2 per month	Heating Pad.....	1/4 per month
Drier, Clothes.....	60 per month	Hoist, Hay.....	35 per 100 tons
Drier, Crop.....	15 per 1,000 bu.	Hotbed.....	20 per month
Drier, Hay.....	50 per ton	Hot Plate.....	6 per month
Drier, Seed.....	3.75 per 1,500 lbs.	Huller, Pea and Bean....	1 per 25 bu.



APPLIANCE OR  
EQUIPMENT

KWH REQUIRED

Incubator.....	20 per 100 eggs
Iron, Branding.....	1/6 per month
Iron, Clothes.....	8 per month
Iron, Soldering.....	1 per month
Iron, Waffle.....	2 per month
Ironer, Clothes (Mangle)...	10 per month
Lamp, Germicidal.....	8 per month
Lathe.....	1 per month
Lighting, Barn (Beef Cattle).....	1 per month
Lighting, Barn (Dairy).....	3 per month
Lighting, Barn (General)...	2 per month
Lighting, Barn (Hog).....	1/4 per month
Lighting, Barn (Tobacco)...	1 per month
Lighting, Bunk House.....	1 per month
Lighting, Cave or Spring House.....	1/2 per month
Lighting, Fruit Packing House.....	10 per month
Lighting, Garage.....	2/3 per month
Lighting, Grain and Feed Storage Building.....	1/6 per month
Lighting, House (Northern States).....	25 per month
Lighting, House (Southern States).....	20 per month
Lighting, Milk House.....	3 per month
Lighting, Poultry Brooder House.....	1/2 per month
Lighting, Poultry Laying House.....	3 per month
Lighting, Shop.....	1 per month
Lighting, Yard.....	1 1/2 per month
Lighting, Other Buildings..	1 per month
Milking Machine.....	2 1/4 per cow

APPLIANCE OR  
EQUIPMENT

KWH REQUIRED

Mixer, Concrete.....	1/2 per cu. yd.
Mixer, Feed.....	1 per month
Mixer, Food.....	2 per month
Pasteurizer, Milk.....	10 per month
Percolator.....	5 per month
Pressure System (Household Water—Lift 22' or less)...	15 per month
Pressure System (Household Water—Lift over 22')...	20 per month
Poultry Feeder, Automatic.	20 per month
Pump, Hot Water, Circulating.....	10 per month
Radio.....	8 per month
Range.....	100 per month
Refrigerator.....	30 per month
Refrigerator (Walk-in, 2-temperature).....	125 per month
Roaster.....	40 per month
Saw, Power.....	1 per month
Saw, Wood.....	2 1/2 per month
Sewing Machine.....	1 per month
Sheller, Corn.....	5 per 100 bu.
Sprayer, Stationary.....	40 per month
Sterilizer, Soil.....	30 per season
Stoker, Coal.....	240 per season
Television Receiver.....	30 per month
Toaster.....	3 per month
Ventilator, Attic.....	8 per month
Ventilator, Window.....	50 per season
Washing Machine.....	3 per month
Watering, Garden.....	75 per season
Watering, Livestock (Pump Jack).....	15 per month
Water Warmer, Poultry.....	5 per month
Welder.....	6 per month



The power co-op has retained an advertising agency to help it tell members the value of electric farming. The idea is to tie an intensive power use campaign in with a program of co-op education, showing the value of the co-op to the community and to the national economy.

MOTOR'S DAY -- -- The efficiency of electric motors on the farm is the theme of an exhibit now available from REA for showing at annual meetings, fairs and similar affairs. The exhibit stresses the importance of electric farming. It is 16 feet long, 8 feet high and weighs more than 1,500 lbs. Co-ops wishing to reserve the exhibit for future use (freight charges collect) should write their area director, REA, Washington 25, D. C.

INDIANA HAY DRYING -- Electric farming experts in Indiana have come up with the following figures: the cost of electricity to operate mow drying equipment varies from 75¢ to \$1.25 a ton of dry hay. Construction costs average from 25¢ to 35¢ per square foot of barn floor area. This includes lumber, fan, motor, automatic controls and labor.

More than 500 Indiana farmers are now feeding and selling higher grade hay without the hazards of field drying, through use of forced air drying in barn or mow.

RADIO AND TELEVISION COVERAGE -- The Electric Farming Program is getting nationwide radio coverage, and a television presentation is coming up soon. Assistant REA Administrator Riggs Shepperd was featured on the coast-to-coast ABC radio network program, "The American Farmer." He told about the inception of the electric farming campaign and reviewed its progress up to that time.

On Sunday, August 17, he will appear on the television program "You and Your Land" to give still more information about electric farming. This is the USDA program carried by WTOP-TV, Channel 9, Washington, D. C., from 10:30 to 11 every Sunday morning.

Also Station WGN, Chicago, will broadcast three more of the recorded interviews it made with REA people the first week in August. Deputy Administrator William C. Wise will tell about the Electric Farming Program on Monday, August 4, at 6:30 a.m. George Dillon will be heard August 5 at 6 a.m., and Louisian Mamer will be heard August 7 at 6 a.m. These recordings were made in Washington in June.

POWER TYPE BORROWERS IN THE SWING -- -- The number of power type borrowers which has started an Electric Farming Program is increasing almost daily. The following have adopted it officially and are under way: Southwestern Federated Power Cooperative (Iowa 81), East River Electric Power Cooperative (S.D. 43), Rural Cooperative Power Association (Minn. 70), Border Counties Power Cooperative (Minn. 99), and Minnkota (N.D. 20). About a dozen more have passed resolutions in favor of the program, or have set aside funds to finance it.



VIRGINIA CONFERENCE — Power use information as a medium of building sound co-op public relations was the theme of a conference held at Natural Bridge, Va., on July 29 and 30. It was the first of its kind.

State Editor Alex Hudgins arranged the conference for managers, electrification advisers and home economists. Some of the topics of discussion were: "What Makes Good Public Relations?", "How An Electric Farming Program Can Help In The Job of Building Goodwill Among Members and Non-Members", "How Home Economists Can Help In The Job Of Building Good Will", "Telling The Electric Farming Story" and "What Electric Farming Can Do For Your Co-op."

CROP DRYING FEATURED IN N. D. — Electric co-ops of North Dakota are participating with Extension Service in district meetings for county agents of that State. Featured subject is use of electrical equipment for crop drying.

